Power Macintosh / Windows® 98 / Windows NT® 4.0

Adobe® LiveMotion™ version 1.0

New Product Feature Highlights

The intuitive Web design solution for creating interactive animation and graphics

On the Internet, competition for attention is fierce. Many Web designers are changing their focus from developing sites that simply convey information, to developing sites with higher entertainment value. A Web site with entertaining content will attract more visitors, keep visitors at the site longer, and encourage repeat visits. Therefore it's not surprising that designers want to incorporate animation, interactivity, high-quality streaming sound and video, and other technological advancements to make their sites engaging.

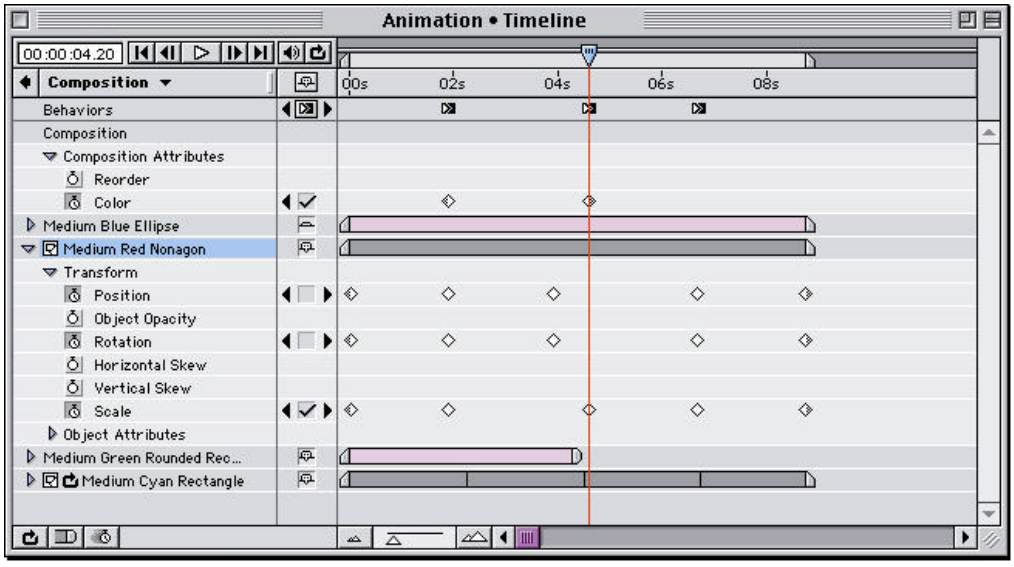
Software is needed to help designers turn their creative ideas into exciting, interactive animations, and then leverage the new content to make their Web sites stand out in the crowd. While Web pages can be hand coded by skilled HTML programmers, there is no similar process by which high quality vector-based animation can be created. The tools available today do a good job of generating animated content and user interface elements, but most of these products leave users on their knees begging for something easier, more flexible, and creatively more inspiring. Adobe has answered these requests and raised the bar on what was previously possible by introducing a new product called Adobe LiveMotion.

Adobe LiveMotion is the solution for authoring high-impact, interactive elements and engaging animation for the Web, enabling designers to create everything from individual, dynamic Web graphics to complete pages that incorporate motion, sound and interactivity. Thanks to the object-oriented, vector-based authoring environment of Adobe LiveMotion, designers can work with maximum efficiency while exercising unlimited creative freedom.

Breaking new ground in the Web design space, Adobe LiveMotion offers these benefits:

Build Engaging, Interactive User Interface Elements and Animation with Ease

Adobe LiveMotion enables designers to create entertaining, interactive animation and user interface elements. With the ability to include animation, high-quality sound, complex interactivity, and other eye-popping elements, designers will be able to author exciting, engaging Web content that draws people in and keeps them coming back.



Using the Timeline feature in Adobe LiveMotion, designers can easily edit any attribute — position, opacity, shape, rotation, scale, color, special effects, text, etc. — of any object at any time.

Adobe®

Sounds can be easily incorporated into a design to enhance the multimedia experience.

Animation Timeline: Because the LiveMotion Timeline is object-based, and not layer-based, nearly every attribute — position, opacity, shape, rotation, scale, color, special effect attributes, text, etc. — of every object can be independently animated in a non destructive manner. Designers can easily edit any animated or static attribute at any time, so they do not need to start over if they change their mind. This powerful editing method keeps designers interacting with their composition at all times, editing the animation attributes right in the Timeline rather than burying them in a series of convoluted dialog boxes.

Auto Keyframing and Auto Tweening: Designers simply insert a start keyframe for the specific attribute(s) they want to animate, specify the amount of time for the animated effect, then change the object. LiveMotion will automatically insert the end keyframe and tween the effect between the start and end keyframes. Any subsequent edits to the object at different points in time will automatically insert new keyframes at those points in time. These keyframes can be changed, repositioned or deleted at any time with ease.

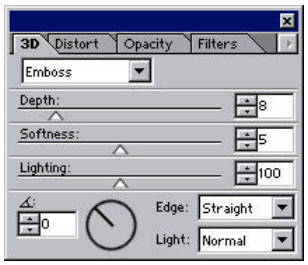
Sound: LiveMotion imports the major sound formats, including wav, snd, aiff, au, and MP3. Designers can incorporate a background soundtrack, link sounds to specific events in their animation, or cause sounds to play at specific user interactions. Multiple audio tracks can be used, and designers can take advantage of controls like panning (left/right), volume, fade-in, fade-out, etc.

Realize Your Creative Vision — Don't Blind It

Adobe LiveMotion is more than a composition tool for animating imported content — it contains its own robust set of content creation tools that allow designers to create stunning effects without having to use an additional outside application. And of course, should the designer find it necessary to use an outside application such as Adobe Photoshop® or Adobe Illustrator®, Adobe LiveMotion provides extreme integration with these products with support for both the native Photoshop (.psd) and Illustrator (.ai) file formats. Imported content can then be enhanced and animated using a wide variety of powerful design features.

Creation Tools: LiveMotion provides professional, vector-based drawing and shape tools (such as Ellipse, Rectangle, Rounded Rectangle, Polygon, etc.) that look and behave just like the tools designers are already familiar with in Photoshop and Illustrator. For example, designers can use the LiveMotion Pen tool to gain access to the path (or the Bézier curve) of an object, and then change or edit individual anchor points. This differs from other products that require separate applications for creating design elements.

Creative effects can be applied and adjusted with ease.



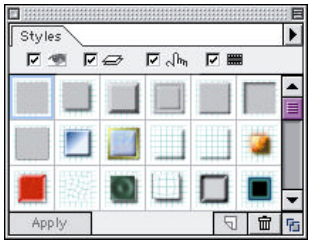
Effortless Creative Effects: Designers can apply a dazzling variety of effects to objects or images for truly astonishing creative possibilities, without ever having to leave the LiveMotion application. Designers can alter their creations using Pathfinder operations (unite, intersect, exclude, etc.), 3D effects (bevel, emboss, shadows, cutouts, etc.), Opacity, Textures, Object Masks, Photoshop Filter Effects, Gradients, Image Adjustments (brightness, contrast, tints, etc.), and Distortions (displace, twirl, spherize, magnify, pixelate, etc.) — all of which are object oriented, non destructive and editable at any time.

Motion Path: Designers can specify how an object will get from point A to point B, and any other point in between. Objects can move straight, in a spiral, bouncing up and down, or whatever path the designer chooses. LiveMotion identifies each frame and keyframe along the path making precise control and adjustments to the motion path a simple task.

Transparency: Designers can create partially transparent graphics, overlay transparent vector objects on bitmaps, and vary the levels of opacity, transparent colors, gradients, and other attributes at any time.

Combine Elements: Designers can combine various images or vector objects to create more complex shapes. Combine options include unite, intersect, minus front, and exclude. Even the Combine command is non-destructive — at any time, a "Combined" element can be "Uncombined" to reveal the original objects used to create it.

Increase productivity and consistency with Styles.

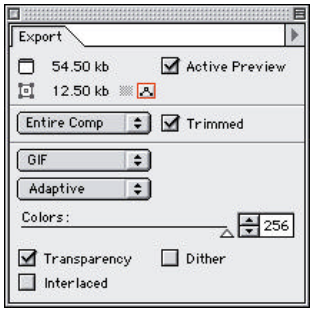


Styles: Any combination of creative effects — including textures, opacity, gradients, fills, animation, sound, and interactivity — can be saved as a Style and then applied to other objects. This makes it easy to maintain consistency throughout the LiveMotion composition while increasing productivity.

Sound: Designers can easily control sounds to enhance the overall user experience, varying attributes such as volume, pan (left/right), clipping, etc.

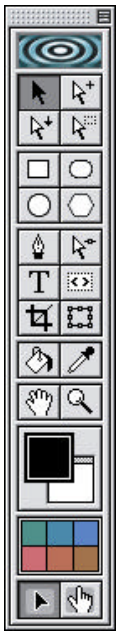
Color Scheme Generator: Designers can take advantage of LiveMotion's ability to automatically create complimentary color schemes for use in their compositions while establishing a consistent and professional look and feel.

Output to Multiple Formats: LiveMotion gives designers flexibility in output options. With per object compression and file format setting capabilities, LiveMotion allows designers to export the entire composition in static formats like GIF, JPEG, PNG or SVG, export the entire composition in animated formats like Flash (.swf) or Animated GIF, or even divide the composition into an HTML table where each cell contains a different format, static or animated, complete with JavaScript interactivity. Unlike other authoring environments that assign a global image compression setting to embedded bitmaps for the entire Flash (.swf) file, LiveMotion allows designers to control the image quality of embedded bitmaps on a per object basis when exporting as a Flash (.swf) file.



HTML Tag Replacement and Insertion: Designers can easily replace text in an existing HTML page with stylized graphics by simply identifying the HTML tag. LiveMotion searches a Web page or an entire site, automatically replacing stylized text for the plain text designated by HTML tags. The original text remains in the Web page making further changes and refinements possible. This enables designers to easily update Web sites with a new look and feel without creating a single image or re-writing a single line of code.

The tool bar is just one example of the intuitive look and feel that LiveMotion shares with other Adobe products.



Experience High Levels of Productivity without the Frustration of Steep Learning Curves

In a fast-paced environment like the Web, maximum productivity is crucial. Web sites are being upgraded constantly, and designers are often overwhelmed. LiveMotion provides an immensely efficient work environment that minimizes repetition and maximizes productivity.

Consistent User Interface: Adobe LiveMotion uses the familiar and intuitive Adobe user interface, with menus and options familiar to the large majority of Web designers that already depend heavily on other Adobe products such as Adobe Photoshop and Adobe Illustrator. This decreases the learning curve and moves the designer into a productive, efficient workflow right from the start.

Superior Integration: Adobe LiveMotion is extremely integrated with the other products that make up Adobe's complete Web authoring solution — Adobe Photoshop, Adobe Illustrator, and Adobe GoLive. Designers can place native Photoshop (.psd) and Illustrator (.ai) files directly into LiveMotion or open layered Photoshop and Illustrator files as keyframe sequences, composite objects, or as a series of independent objects. Designers no longer are forced to give up the flexibility of layers as they are by other Flash (.swf) authoring environments that require layered files to be flattened and converted into a composite file format before being able to work with them.

SYSTEM REQUIREMENTS*
Power Macintosh
- PowerPC® CPU and higher
- Mac OS version 8.5, 8.5.1, 8.6, 9.0
- 64 MB RAM recommended (32 MB minimum)
- 80 MB Disk space (TBD)
- CD-ROM drive

Windows® 98/Windows NT® 4.0
- Pentium II CPU and higher
- Windows 98, 2000, NT 4.0 SP4
- 64 MB RAM
- 80 MB Disk space (TBD)
- CD-ROM drive

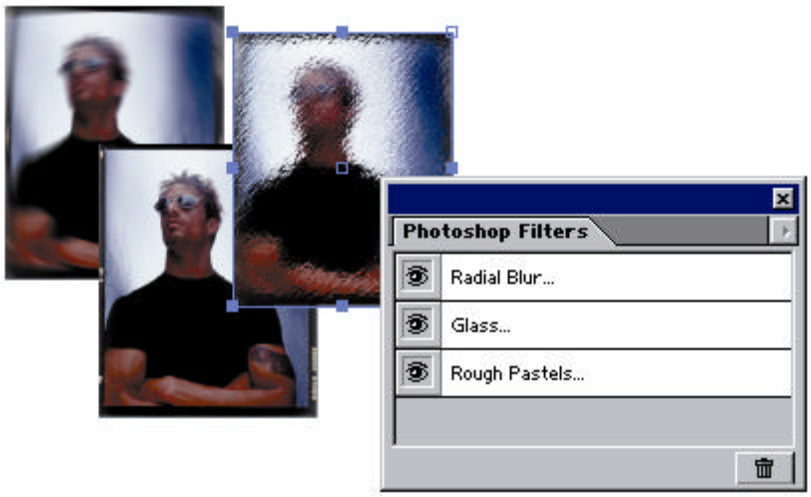
* System requirements are subject to change prior to the product shipping.

PRICING
- TBD

AVAILABILITY
- Shipping in 2nd quarter 2000

Edit Original: Designers can use the Edit Original command to edit placed images back in Photoshop and Illustrator. Any changes made to the image in Photoshop and Illustrator will instantly update the image in the LiveMotion composition.

Live Photoshop Filters: Because the LiveMotion architecture is object-oriented and vector-based, design elements are editable at any time, and changes are non-destructive. Creative effects can be applied to images without leaving the application and without altering the original vector or pixel information. Filter settings can be refined after they have been applied to provide greater creative flexibility.



Live Preview: Designers can see how optimization settings will effect the final output right in the LiveMotion composition window. In addition, designers can test the interactive elements of their composition without having to generate an external preview file. This makes LiveMotion a valuable prototyping tool for easily mocking-up Web sites without writing any code, and enables real-time debugging of compositions authored with LiveMotion. Previewing in Web browsers is equally as easy with the Preview In command for quick and easy testing in any browser.

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